

Emotional Intelligence & Empathy in CX + EX = :)

From average to awesome!
Creating outstanding customer interactions.

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THE **EI** EVOLUTION











Waiting.

Waiting.

Waiting.









Be proactive.

When was the last time a customer said to you....

“I would rather call you after the event than you let me know something is about to happen”

Seek to understand.



Empathy is usually all about I and not YOU - let's change that. Let's make it all about the customer. What is the emotional driver - it might not be what they say.

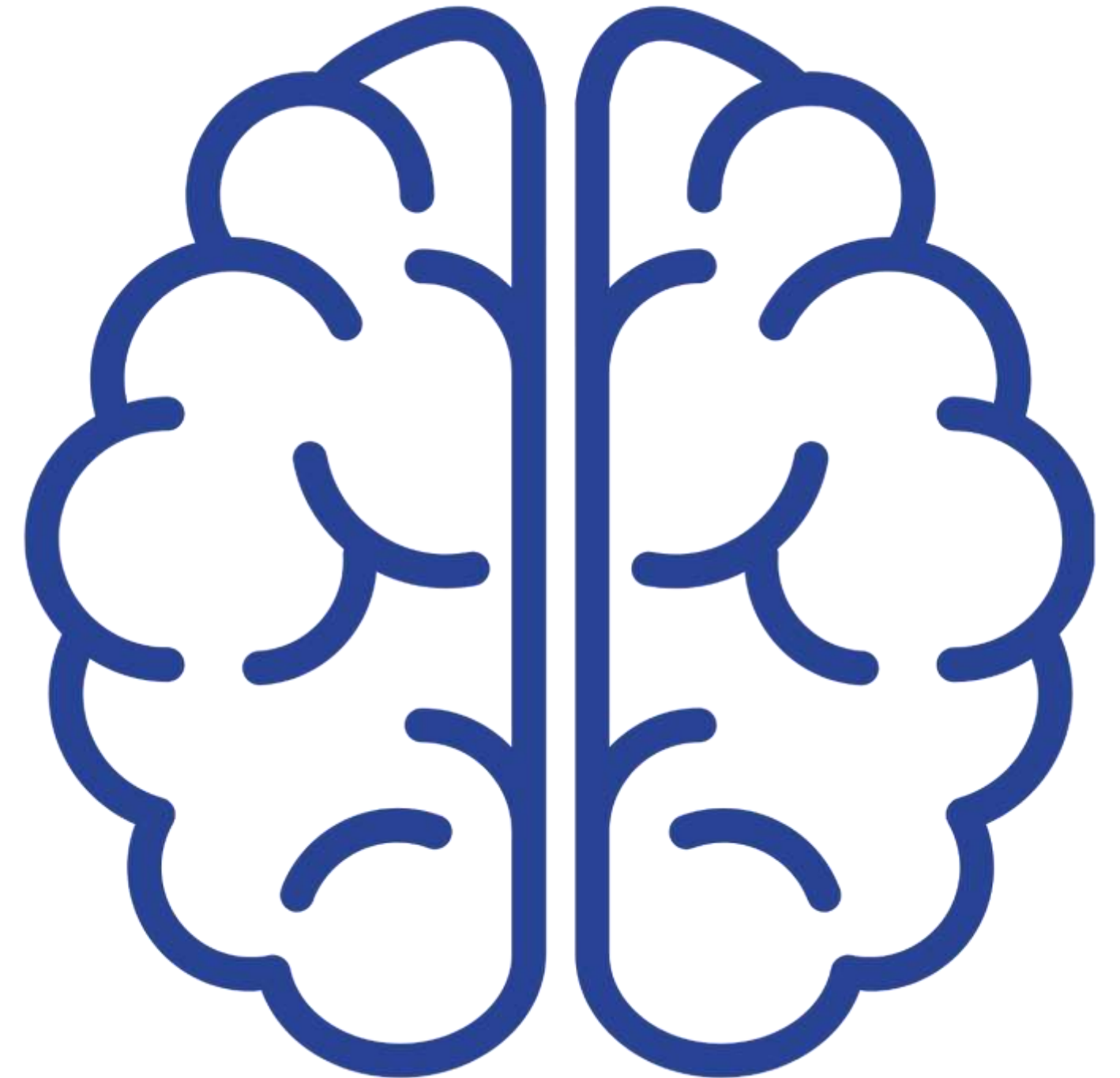
Empathy.

A similar thing happened to **me**

- | know exactly how that feels

- | imagine that must have felt

That happened to **my** Dad



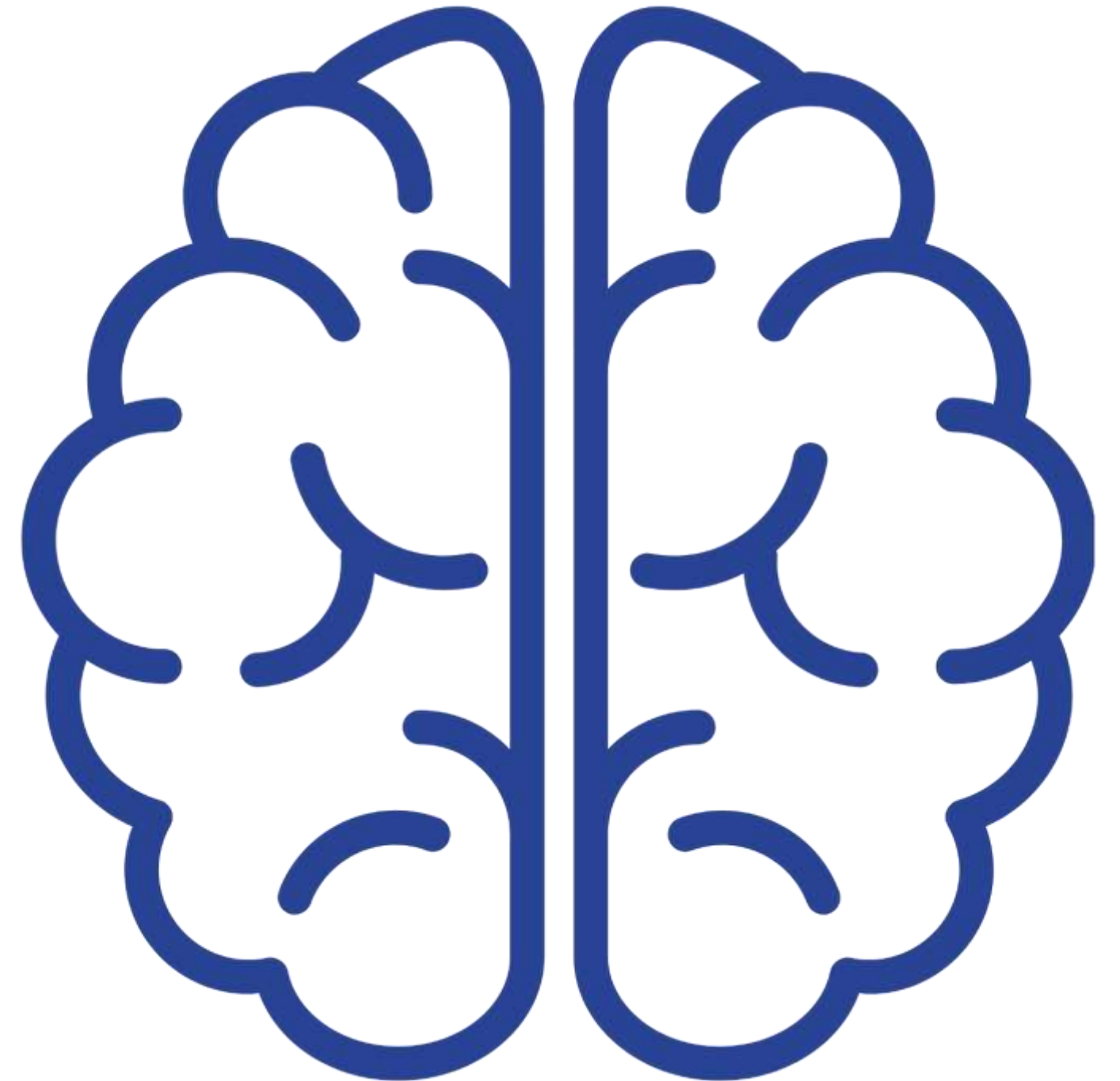
Emotional Intelligence.

Help me understand how **you** feel

I hear **you**

Describe this in **your** own words

How can I support **you** in this?



Listen to connect.



Not to respond. REALLY listen. Emotional tone. Emotional cues. Supplement human empathy by using alerts. Prove you listened

Organise better.



Use technology to help your employees and customers navigate relevant data so they feel good. Address their specific needs, not what you are trying to sell them.

Properly empower.



Companies like AskNicely raising \$32m to empower frontline teams to ‘delight customers’

Leaders - *mind your ethics.*



UK Couple won \$2.4bn battle against Google after 15-year legal fight. Make people proud.

Enhance not replace.



Let's relate to AI in the right way - understand what it can and could do and know HUMANS need (biologically) to connect with other HUMANS

Atomic Habits.



STOP expecting people to change “because it makes sense” - we’re all brilliant, messy, complex brains that need to create new neural pathways - we want to know why & form new habits.

Thank
you.